

ORDER



Orders

| | |
|----------------------|----------------------|
| Order / Rev: | 67579 |
| Alt Order #: | 9850073 /Brad |
| Product Desc: | BOB CASEY FOR SENATE |
| Estimate: | |
| Flight Dates: | 10/23/12 - 10/29/12 |
| Original Date / Rev: | 10/22/12 / 10/22/12 |
| Order Type: | GENERAL |

WHP-TV CBS21

| | |
|---------------|--------------------------|
| Primary AE: | Millennium Washington DC |
| Sales Office: | MNAT |
| Sales Region: | National |

Agency

| | |
|------------------|------------------------|
| Name: | Shorr Johnson Magnus |
| Buying Contact: | |
| Billing Contact: | |
| | 1831 Chestnut Street |
| | Philadelphia, PA 19103 |

| | |
|--------------------|-----------|
| Billing Type: | Cash |
| Billing Calendar: | Broadcast |
| Billing Cycle: | EOM/EOC |
| Agency Commission: | 15% |

Advertiser

| | |
|----------------|--------------------|
| Name: | Casey/D/Senate |
| Demographic: | A35+ |
| Product Codes: | State Elections |
| Priority: | P-3 |
| Revenue Codes: | AGY, POL-CAND, GEN |

| | |
|-------------------------|----------|
| New Business Thru: | |
| Order Separation: | 00:15:00 |
| Advertiser External ID: | |
| Agency External ID: | |

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/01/12 | 10/28/12 | 44 | \$23,515.00 | \$19,987.75 |
| 10/29/12 | 10/29/12 | 11 | \$4,580.00 | \$3,893.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|---------|--------------|-------------|--------|
| October 2012 | 44 | \$23,515.00 | \$19,987.75 | 0.00 |
| November 2012 | 11 | \$4,580.00 | \$3,893.00 | 0.00 |
| Totals | 55 | \$28,095.00 | \$23,880.75 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|--------------------------|--------------|--------------|-------------------------------|---------|
| Millennium Washington DC | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|--------------|-------|--------------|
| WHP-TV CBS21 | 17% | \$28,095.00 |
| Market | 100% | \$165,264.71 |

Competitive Share

| | Share | Total |
|-------|-------|-------------|
| EHP | 0% | \$0.00 |
| UNKWN | 1% | \$1,652.65 |
| WGAL | 46% | \$76,021.76 |
| WHTM | 27% | \$44,621.47 |
| WLYH | 0% | \$0.00 |
| WPMT | 9% | \$14,873.82 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount | | | | | | | | | | | | |
|---|----------|----------|------------|---|--------|----------------|---------|-----|-------|----------|-----|------|------|-------|------------|----------|----------|------------|------|--------|----------------|----------|---------|---|----------|------|--|
| N 1 | WHP | 10/24/12 | 10/29/12 | M-F 11a-12p M-F 11a-12p | CM | 11a-12p | M-WTF-- | :30 | 4 | \$175.00 | P-3 | 0.00 | NM | 4 | \$700.00 | | | | | | | | | | | | |
| N 2 | WHP | 10/24/12 | 10/29/12 | M-F 4p-5p M-F 4p-5p | CM | 4p-5p | M-WTF-- | :30 | 5 | \$150.00 | P-3 | 0.00 | NM | 5 | \$750.00 | | | | | | | | | | | | |
| N 3 | WHP | 10/24/12 | 10/29/12 | M-F 530p-6p News CBS 21 News at 530p | CM | 530p-6p | M-WTF-- | :30 | 5 | \$110.00 | P-3 | 0.00 | NM | 5 | \$550.00 | | | | | | | | | | | | |
| <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 10/23/12</td> <td>10/29/12</td> <td>M-WTF--</td> <td>5</td> <td>\$110.00</td> <td>0.00</td> </tr> </tbody> </table> | | | | | | | | | | | | | | | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | Week: 10/23/12 | 10/29/12 | M-WTF-- | 5 | \$110.00 | 0.00 | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | | | | | | | | | | | | | | |
| Week: 10/23/12 | 10/29/12 | M-WTF-- | 5 | \$110.00 | 0.00 | | | | | | | | | | | | | | | | | | | | | | |
| N 4 | WHP | 10/23/12 | 10/29/12 | M-F 6p-630p News CBS 21 News at 6p | CM | 6p-630p | MTWTF-- | :30 | 5 | \$125.00 | P-3 | 0.00 | NM | 5 | \$625.00 | | | | | | | | | | | | |

Order / Rev: 67579
Alt Order #: 9850073 /Brad
Flight Dates: 10/23/12 - 10/29/12

Advertiser: Casey/D/Senate
Product Desc: BOB CASEY FOR SENATE
Estimate:

WHP-TV CBS21

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|-----|----------|----------|---|-------|----------------|---------|-----|-------|------------|-----|------|------|-------|------------|
| N 5 | WHP | 10/24/12 | 10/29/12 | M-F 5p-530p News CBS 21 News at 5p | CM | 5p-530p | M-WTF-- | :30 | 5 | \$110.00 | P-3 | 0.00 | NM | 5 | \$550.00 |
| N 6 | WHP | 10/23/12 | 10/29/12 | M-F 730p-8p M-F 730p-8p | CM | 730p-8p | MTWTF-- | :30 | 3 | \$450.00 | P-3 | 0.00 | NM | 3 | \$1,350.00 |
| N 7 | WHP | 10/23/12 | 10/29/12 | M-F 7p-730p M-F 7p-730p | CM | 7p-730p | MTWTF-- | :30 | 5 | \$400.00 | P-3 | 0.00 | NM | 5 | \$2,000.00 |
| N 8 | WHP | 10/23/12 | 10/29/12 | Tue Reg 1 Tue 8p-9p | CM | 8p-9p | -T----- | :30 | 1 | \$1,800.00 | P-3 | 0.00 | NM | 1 | \$1,800.00 |
| N 9 | WHP | 10/23/12 | 10/29/12 | Sun Reg 1 Sun 7p-8p | CM | 7p-8p | -----S | :30 | 1 | \$1,000.00 | P-3 | 0.00 | NM | 1 | \$1,000.00 |
| N10 | WHP | 10/23/12 | 10/29/12 | Fri Reg 1 Fri 8p-9p | CM | 8p-9p | ----F-- | :30 | 1 | \$800.00 | P-3 | 0.00 | NM | 1 | \$800.00 |
| N11 | WHP | 10/23/12 | 10/29/12 | Fri Reg 3 Fri 10p-11p | CM | 10p-11p | ----F-- | :30 | 1 | \$1,000.00 | P-3 | 0.00 | NM | 1 | \$1,000.00 |
| N12 | WHP | 10/23/12 | 10/29/12 | Thu Reg 2 Thu 9p-10p | CM | 9p-10p | ---T--- | :30 | 1 | \$1,400.00 | P-3 | 0.00 | NM | 1 | \$1,400.00 |
| N13 | WHP | 10/23/12 | 10/29/12 | Tue Reg 2 Tue 9p-10p | CM | 9p-10p | -T----- | :30 | 1 | \$1,600.00 | P-3 | 0.00 | NM | 1 | \$1,600.00 |
| N14 | WHP | 10/23/12 | 10/29/12 | Thu Reg 1 Thu 8p-9p | CM | 8p-9p | ---T--- | :30 | 1 | \$1,700.00 | P-3 | 0.00 | NM | 1 | \$1,700.00 |
| N15 | WHP | 10/23/12 | 10/29/12 | Thu Reg 3 Thu 10p-11p | CM | 10p-11p | ---T--- | :30 | 1 | \$1,400.00 | P-3 | 0.00 | NM | 1 | \$1,400.00 |
| N16 | WHP | 10/23/12 | 10/29/12 | Wed Reg 1 Wed 8p-9p | CM | 8p-9p | --W--- | :30 | 1 | \$1,600.00 | P-3 | 0.00 | NM | 1 | \$1,600.00 |
| N17 | WHP | 10/23/12 | 10/29/12 | Mon Reg 3 Mon 10p-11p | CM | 10p-11p | M----- | :30 | 1 | \$1,300.00 | P-3 | 0.00 | NM | 1 | \$1,300.00 |
| N18 | WHP | 10/23/12 | 10/29/12 | Mon Reg 2 Mon 9p-10p | CM | 9p-10p | M----- | :30 | 1 | \$1,500.00 | P-3 | 0.00 | NM | 1 | \$1,500.00 |
| N19 | WHP | 10/23/12 | 10/29/12 | Wed Reg 3 Wed 10p-11p | CM | 10p-11p | --W--- | :30 | 1 | \$1,100.00 | P-3 | 0.00 | NM | 1 | \$1,100.00 |
| N20 | WHP | 10/23/12 | 10/29/12 | Sun Reg 3 Sun 9p-10p | CM | 9p-10p | -----S | :30 | 1 | \$1,200.00 | P-3 | 0.00 | NM | 1 | \$1,200.00 |
| N21 | WHP | 10/23/12 | 10/29/12 | Sun Reg 2 Sun 8p-9p | CM | 8p-9p | -----S | :30 | 1 | \$1,800.00 | P-3 | 0.00 | NM | 1 | \$1,800.00 |
| N22 | WHP | 10/23/12 | 10/29/12 | Sun Reg 4 Sun 10p-11p | CM | 10p-11p | -----S | :30 | 1 | \$1,200.00 | P-3 | 0.00 | NM | 1 | \$1,200.00 |
| N23 | WHP | 10/23/12 | 10/29/12 | M-F 11p-1135p News CBS 21 News at 11p | CM | 11p-1135p | MTWTF-- | :30 | 5 | \$150.00 | P-3 | 0.00 | NM | 5 | \$750.00 |
| N24 | WHP | 10/23/12 | 10/29/12 | CBS Sun Morning CBS Sun Morning | CM | 9a-1030a | -----S | :30 | 1 | \$150.00 | P-3 | 0.00 | NM | 1 | \$150.00 |
| N25 | WHP | 10/23/12 | 10/29/12 | Sa Prime Access RotatoCM Sa Prime Access Rotator | CM | 7p-8p | -----S- | :30 | 2 | \$135.00 | P-3 | 0.00 | NM | 2 | \$270.00 |

Totals 55 \$28,095.00